

# ***Tobacco Health Disparities Update***

News from the Washington State Department of Health  
Tobacco Prevention and Control Program

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## **Cross-cultural contractors: Serving diverse communities**

The Washington Department of Health Tobacco Prevention and Control Program contracts with community-based agencies and organizations to plan and provide tobacco prevention and cessation services in local communities.



To address tobacco-related health disparities, the program contracts with organizations serving five at-risk communities: African American, Asian American and Pacific Islander, Hispanic/Latino, Lesbian/Gay/Bisexual/Transgender, and Urban Indian.

The cross-cultural contractors provide information and services according to the unique cultural, geographic, and other features of each community. Specifically, the contractors:

- Provide culturally appropriate tobacco prevention and cessation programs in their communities.
- Work with the state Tobacco Program and community-based contractors – Educational Service Districts, local health jurisdictions, and community-based organizations – across the state to develop and deliver culturally competent programs and services.

The contractors also have worked with each other to plan and conduct trainings to develop tobacco prevention and control leaders within the five communities. These efforts are leading to greater collaboration between the five culturally diverse communities in addressing tobacco-related health disparities.

This issue of the *Tobacco Disparities Update* profiles the work of the cross-cultural contractors. A future issue will highlight the program's efforts in 27 of the 29 federally recognized tribal communities.

### **Did You Know ...**

In Washington, the smoking rate for the general population is 17.6 percent.

The smoking rate for some communities is much higher:

American Indians and Alaskan Natives - 33 percent; Lesbian/Gay/Bisexual - 32.9 percent;  
African Americans - 24.6 percent; Vietnamese men - 38 percent; Pacific Islander men - 32 percent.



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## **African American Community**

### **Contractor: Center for Multicultural Health**

The Center for MultiCultural Health provides health advocacy, health promotion, disease prevention, and refugee services. For more than 25 years, the Center for MultiCultural Health has helped ensure access to health and human service systems. They work in partnership with communities of color and other underserved communities to offer high quality, innovative services that address their needs. Their staff reflects the communities with which they work. Their efforts to reduce tobacco use are guided by the African American Tobacco Advisory Group, comprised of representatives from King, Pierce, Spokane, and Island Counties.



#### **Significant Tobacco Prevention Accomplishments**

- For the past three years, presented “Tobacco Monologues” to youth of color across the state. The series of theatrical vignettes on the challenges, losses, and disappointments of tobacco use and secondhand smoke is accompanied by a DVD and teachers’ guide.
- Worked with members of the Tabernacle Missionary Baptist Church’s health ministry to develop a 12-week health challenge, “Getting in Shape Through Truth.” The health challenge was the first step in assisting church members in freeing themselves from addictions through a healthy lifestyle and understanding of the inter-relationship between body, soul, and spirit.
- Coordinated efforts to deliver tobacco prevention messages to more than 7,600 individuals representing diverse groups through health and church fairs, cultural events, and festivals.
- Trained members of the Mary Mahoney Professional Nurses Association in Brief Tobacco Intervention Skills to educate the community about the dangers of tobacco use and secondhand smoke, promote the Tobacco Quit Line, and support African Americans who are ready to quit at events/festivals, hospitals/nursing homes, and churches that work in partnership with the nurses association.

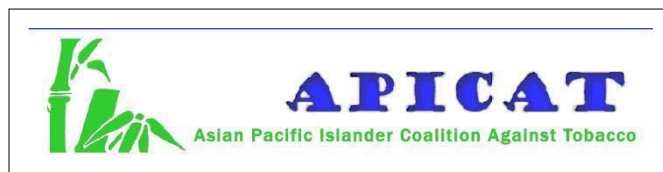
For more information or to get involved, please contact Brandie Flood at [brandie.flood@cschc.org](mailto:brandie.flood@cschc.org).

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## **Asian American and Pacific Islander Community**

### **Contractor: Asian Pacific Islander Coalition Against Tobacco**

The Asian Pacific Islander Coalition Against Tobacco (APICAT), which includes more than 20 partner organizations from King, Pierce, Snohomish, and Thurston counties, works to develop community leadership for



tobacco prevention outreach, education, policy, and advocacy. The coalition provides culturally relevant education and technical assistance on tobacco issues, supports adult and youth leadership opportunities, awards mini-contracts that support community-based tobacco control activities, and works with other communities to address common tobacco prevention issues.

#### **Significant Tobacco Prevention Accomplishments**

- Funds eight community-based organizations to conduct youth tobacco prevention, adult cessation, public awareness, and media literacy programs through an annual mini-contracts program.



- Conducts the youth leadership program, including the formation of a youth advisory group, and has sponsored youth-focused community events, including a tobacco-free hip-hop talent showcase and anti-tobacco rally in downtown Seattle.
- Provides educational materials on tobacco prevention and cessation at community events, in community newspapers, and through coalition members and organizations.
- Works with local and state health departments to create culturally competent tobacco prevention media for the Asian American and Pacific Islander community, as well as assisting in the development of culturally specific materials for education about, and enforcement of, the comprehensive Clean Indoor Air Act.

For more information or to get involved, please contact Elaine Ishihara at [elaine@apicat.org](mailto:elaine@apicat.org).

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## Hispanic/Latino Community

**Contractor: Washington Association of Community and Migrant Health Centers**

The Washington Association of Community and Migrant Health Centers is a non-profit organization formed in 1985 to advocate on behalf of the low-income, uninsured, and underserved populations served by Washington's community-based health centers. The association's Tobacco Program is actively involved in efforts to decrease tobacco use in the Hispanic/Latino community by providing funds to community-based organizations in Benton/Franklin, Clark, Thurston, Lewis, Snohomish, King, Pierce, Yakima, and Walla Walla counties. The association and its partners – Foundation for Multicultural Solutions/El Camino Programs, KDNA Radio/Northwest Communities Education Center, SeaMar Community Health Centers, and Yakima Valley Farm Workers Clinic – promote tobacco prevention and cessation in the Hispanic/Latino community throughout the state.



### Significant Tobacco Prevention Accomplishments

- Convened the first Washington state Latino summit, *Eliminating Tobacco Use: The Key to Healthy Hispanic Families*, in June 2005. Trainings on tobacco use and secondhand smoke were provided to more than 60 social advocates and public professionals. Another summit is being planned for the summer of 2007.
- Formed a Tobacco Advisory Board that meets quarterly to coordinate and promote tobacco prevention and control in the Hispanic/Latino community.
- Trained Hispanic/Latino community service-providers in the Brief Tobacco Intervention Skills curriculum.
- Collaborating with the American Lung Association of Washington to make the Teens Against Tobacco Use (TATU) peer education curriculum culturally appropriate for the Hispanic/Latino community, and to train high school students to make presentations to elementary school kids regarding the dangers of tobacco use.

For more information or to get involved, please contact Zena Kinne at [zkinne@wacmhc.org](mailto:zkinne@wacmhc.org).



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## Lesbian, Gay, Bisexual and Transgender Communities

**Contractor: Verbena**

Verbena builds vibrant communities for lesbian and bisexual women, and transgender individuals through health advocacy, education, access to care, and support services. Verbena works collaboratively with Gay City Health Project, which promotes gay, bisexual, and transgender men's health, to execute an effective tobacco prevention and cessation program for the lesbian, gay, bisexual, and transgender communities.



### Significant Tobacco Prevention Accomplishments

- Funds five subcontractors to address the tobacco prevention needs of lesbian, gay, bisexual, and transgender persons: Entre Hermanos (Seattle/statewide); Oasis Youth Center/Pierce County AIDS Foundation (Tacoma/Pierce County); Gay City Health Project (Seattle); Stonewall Youth (Olympia/Thurston County); and Rainbow Center (Tacoma/Pierce County).
- Trained medical professionals in tobacco cessation and the unique prevention needs of transgender individuals, and sponsors a free tobacco cessation program for transgender individuals.
- Supported smoke-free events in the Latino lesbian, gay, bisexual, and transgender community; produced the Spanish-language radio show, *Entérate*; and produced radio ads, print materials, and newsletters in Spanish/English.
- Created a youth cessation group in Pierce County and youth-led speakers' bureau in Thurston County, supported the youth-led "Pierce County Queers Kick Ash."
- Supported "Why do we support them when they don't support us?" media campaign, which raised awareness about how lesbian, gay, bisexual, and transgendered people experience higher rates of tobacco use than the general public.
- Supported the "Queer Youth Kick Butt" project, which recruited and trained young people to speak to high schools, youth care facilities, and community colleges on tobacco prevention topics, and designed materials in English and Spanish to use during speaking engagements.

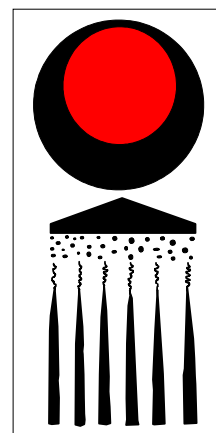
For more information or to get involved, please contact Erik Janson at [erik@verbenahealth.org](mailto:erik@verbenahealth.org).

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## Urban Indian Community

**Contractor: Seattle Indian Health Board**

The Urban Indian Tobacco Prevention and Control Program Coalition, coordinated by the Seattle Indian Health Board, is comprised of Native American organizations and their partners who collectively address tobacco-related health disparities. The coalition envisions American Indian/Alaska Native people being smoke-free, having the best health possible as a result of reducing tobacco-related health disparities. They are working together to increase awareness about the effects of tobacco use, to build the capacity of programs to address tobacco use, and to use resources and share knowledge and talents in support of one another. The foundational themes for the coalitions are to *breathe life into our traditions – tobacco free and preventing abuse by honoring traditions*.





## Significant Tobacco Prevention Accomplishments

- Formed the complementary Eastern Washington coalition in Spokane, developed a strategic plan for both coalitions, and awarded subcontracts to Native American organizations in King, Pierce, and Spokane counties for youth engagement, community education, and expanded service.
- Conducted youth prevention activities:
  - Native American youth performed at the state Tobacco Program's annual conference and other events, and presented a theatre group performance of "Better Wayz to Die," which includes a strong anti-smoking message.
  - Trained Native youth storytellers to conduct presentations for peer audiences, and to conduct Teens Against Tobacco Use presentations.
  - Provided prevention information through the youth leadership camp, a summer program, and basketball tournaments.
- Assessed clinical practices and programs regarding tobacco cessation, with plans to increase Brief Tobacco Intervention Skills training among medical and treatment providers, and start a youth cessation class and a cessation support group at the clinic.
- Creating a tracking system for all prevention and cessation activities based on the state Department of Health's logic model, and gathering baseline data of tobacco use among Urban Indians.

For more information or to get involved, please contact Annette Anquoe at [annettes@sihb.org](mailto:annettes@sihb.org).

For more information about the Tobacco Prevention and Control Program's efforts to address disparities, visit [www.doh.wa.gov/tobacco/disparities/disparity.htm](http://www.doh.wa.gov/tobacco/disparities/disparity.htm)

